

ABSTRACT OF THE DISCLOSURE

SYSTEM, METHOD, AND PROGRAM FOR RECORDING PRESENTABLE DATA  
ACCESSED THROUGH INTERACTIVE LINKS DISPLAYED BY AN  
INTERACTIVE TELEVISION PROGRAM

A system, method, and program product for recording presentable data accessed through interactive links displayed within an interactive television program are disclosed. In accordance with the present invention, an interactive television recording device receives an interactive television signal containing one or more interactive links associated with presentable data. In response to receipt of a record command, the interactive television recording device records the interactive television program, and the presentable data associated with the one or more interactive links are accessed and recorded into a designated storage medium. In a preferred embodiment, the interactive television signal and the one or more interactive links are stored on a first data storage medium, while the presentable data are separately stored on a second data storage medium. If a play command is received, the interactive television recording device plays the interactive television signal from the first data storage medium. If the user activates an interactive link, the interactive television recording device retrieves and plays the presentable data associated with the interactive link from the second data storage medium.